

At KCJK-FM / Susquehanna Radio our commitment is to make our community a better place to live. This commitment is firm, and the cornerstone of our efforts is that of "localism". Local public service campaigns, local public affairs programming, local news coverage, and local music programming are the foundation of our community service.

Thank you in advance for reviewing this document. We are confident that our vision for local community involvement is passionate and set in place not out of obligation but out of our unwavering responsibility to serve our community.

KCJK-FM Local News

We broadcast 10 local newscasts per week within morning drive. We will also interrupt regularly scheduled programming to provide breaking news coverage when necessary. Most recently, examples include a house explosion, a building lockdown, along with local Amber Alerts upon release from the Missouri or Kansas State Highway Patrol.

KCJK-FM Local Public Affairs

Weekly, KCJK airs three unique public service programs.

"Jack Cares" is targeted specifically to our city of license, Garden City, Missouri.

This 20-minute program contains vital information regarding public events, city issues, and general needs of the community. Listeners can tune in every Sunday Morning at 5:45am for "Jack Cares".

"KC Extra" is a thirty-minute Kansas City on-air news magazine, covering general issues directly affecting the greater Kansas City Metropolitan area. "KC Extra" can be heard every Sunday morning at 6:05am.

With multiple volunteer, fundraiser, and charity-oriented events in our community, KCJK airs an additional local awareness program informing the public of these events. "Close Up KC" is sixty-minute weekly feature that airs every Sunday Morning at 6:35. This program allows us to not only inform the public of local needs and events, but also provides local leaders and charity volunteer's valuable airtime to promote local awareness.

Selecting KCJK-FM Programming

As of October 7th 2004, KCJK repositioned itself in the Kansas City market with the debut of the new Jack FM format in Kansas City. Jack FM is designed for listeners who are looking for something beyond conventional radio. Musical variety and locality are central components to this new cutting edge format.

KCJK-FM Emergency Programming

We monitor both EAS and local Amber alerts and have committed to broadcast the information every fifteen minutes for the hours after the alert is issued. We also broadcast emergency traffic and weather information.

KCJK-FM Community Responsive Programming

We air over 500 public service announcements per quarter, dedicated to events or issues relevant to our community. Recently announcements were aired for The American Heart Association, the American Cancer Society, the Community Blood Center, and the Buddy walk to benefit First Downs for Down syndrome.

KCJK-FM Music

KCJK is locally programmed and designed specifically for the Kansas City listener. In its mass appeal our musical variety also lends itself to many local bands. As a result many of our events have been in partnership with local talent.

KCJK-FM Community Activities

Defined as a lifestyle oriented radio station, KCJK for the second year has been a proud sponsor of 'Free Music Monday's', a free event at Town Center Plaza in Leawood

Kansas. This event allows us to feature local bands with mass appeal most recently including, 'Atlantic Express', 'The Kerry Strayer Orchestra', and 'Cherry Bomb'.

As a NAB Crystal award winner for public service in 2003, station KCJK (formerly KFME-FM) has strived to out-perform minimal requirements. Recent examples of this passion include, 'Tell A Friend Tuesday', a benefit for the American Cancer Society. In light of National Breast Cancer Awareness month, a Morning Show member was live on location giving listeners immediate access to a cell phone in which they could phone a friend and remind them of the importance of self testing exams.

We realize that although our airtime is valuable, broadcasting is privilege. We take pride in giving back to our community while partnering with multiple non-profit organizations. The American Heart Association's annual 'Festival of Wines' tasting event was promoted free of charge. Specifically, with both recorded and live announcements for 1 month, a morning drive interview, along with a trip for 2 to Napa Valley California underwritten by KCJK.

Now an annual event in cooperation with the National MS Society, KCJK assists in promotion and execution of an annual 'MS Challenge walk' a 3 day 50 mile fundraiser. To support this event, donations include recorded and live announcements airing 3 months prior to the event, web site inclusion, and nearly 6000 bottles of water.

For the past 2 years, KCJK has been an active participant in 'National Volunteer Blood Donor Month'. Together working in conjunction with Kansas City's Community Blood Center, the public is not only informed of critical blood supply needs, but they're also reminded of how easy it is to save a life. Both recorded and live announcements, weekly interviews, inclusion on the station website, and 15 one hour live appearances were donated to this January awareness campaign.

Charity Support is rewarding and energizing, KCJK supports an annual 'Hoops for Hope Celebrity Basketball Tournament' a benefit for the Leukemia and Lymphoma Foundation held at a local university. Again, recorded and live announcements for 2 weeks leading up to the event, website inclusion, a morning drive interview, and talent appearances were donated in support of this event.

Partnering with additional media only increases awareness and impact. Together with Kansas City's NBC television affiliate 'NBC Action News', KCJK was a proud sponsor of the 'Wayside Waifs Pet Telethon'. Wayside Waifs is a local animal shelter that assists in finding homes for abandoned animals. Not only did KCJK provide recorded and live mentions for 2 weeks leading up to the event, but also the KCJK morning team donated their personal time by introducing pets in need of assistance during the telethon.

Our commitment to Kansas City is constantly on the rise, including "June Jubilee", a benefit gala for SAFEHOME a non-profit organization that assists battered and abused women and children, providing them with shelter and a new start. Live and recorded announcements leading up to this event, website inclusion, and a Master of Ceremonies were donated to this newly established event.

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